

# BETSY PLANK

CELEBRATING THE FIRST LADY  
OF PUBLIC RELATIONS



2018  
 THE PLANK CENTER  
FOR LEADERSHIP IN PUBLIC RELATIONS

#BETSYPLANK

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ALL YOU NEED TO KNOW TO PLAN YOUR APRIL PROGRAMMING  
AROUND BETSY PLANK IS JUST A CLICK AWAY!

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# MEET BETSY PLANK

## WHO IS #BETSYPLANK?

Known as the First Lady of Public Relations, Betsy Plank created a legacy from her 63 years in the field as a professional who inspired, educated and advocated. After graduating from The University of Alabama in 1944, Betsy went on to build a public relations career in corporate, agency and non-profit. Betsy spent the majority of her professional life in Chicago, discovering the importance of mentorship, leadership and eternal learning. In May 2010, Betsy passed away, but her legacy spans the countless generations she mentored along the way and continues on in The Plank Center's programs and initiatives to develop public relations leaders and advance the profession.

Follow her career to learn more about Betsy's [professional accomplishments](#).

## WHY IS SHE IMPORTANT?

Betsy Plank was, and is, a legend in the world of public relations. Throughout her career, she was an exemplary mentor and leader with a passion for advancing public relations education. Not only did Betsy play a critical role in establishing PRSSA, but she was dubbed the Godmother of PRSSA. Furthermore, her role as one of the first female leaders in the field paved the way for today's women to achieve similar leadership roles. Betsy's devotion to public relations continues to inspire professionals, educators and students to learn, lead, mentor and serve others.



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# MEET BETSY PLANK

## WHAT ARE SOME OF BETSY'S BIGGEST LESSONS?

### **Ethics:**

"Ethics in public relations is who you are here and now and what you do in your personal life when no one's watching."

### **Mentorship:**

"Mentoring is really one of the strongest ways to spell success in public relations...you're never too young - or too old - to mentor others, especially students."

### **Leadership:**

"What I think is unique to public relations as far as leadership is concerned is that those who are leaders recognize that public relations is grounded in democracy...where everyone has an opportunity to speak, to be heard and debate even though it may get a little impotent and raucous at times."

Discover more of Betsy's wisdom through her [Lessons from PR Leaders interview](#) and [Words of Wisdom graphics](#).

## WHY GET INVOLVED?

This April, we encourage you to join us in celebrating the life and legacy of #BetsyPlank. Throughout the month, we invite you engage with us on social media and participate in interactive events. With your participation, we can define what it means to mentor, lead and leave a legacy like Betsy Plank. We can truly bring her lessons to life and encourage our PR peers to "Be Like Betsy."

## HOW TO GET INVOLVED?

*What's that you ask?* On April 5, The Plank Center will honor its namesake by hosting the fifth annual celebration, #BetsyPlank Day. Students, professionals and educators are invited to join in on the celebration and participate in this national social media campaign.

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# #BETSYPLANK DAY

## PRSSA CHAPTERS & ORGANIZATIONS

Join us in celebrating #BetsyPlank Day by coming together with your PRSSA Chapter or similar organization.

- **Step 1:** Watch the [Betsy Plank Tribute Video](#) with your chapter to learn and get inspired about Betsy Plank. Snap a selfie, share and tag @PlankCenterPR on Twitter or Instagram with #BetsyPlank.
- **Step 2:** Betsy believed “volunteering was good for the soul.” There is no better way to celebrate #BetsyPlank than by giving back to your local community. So have your PRSSA Chapter volunteer between now and #BetsyPlank Day, and remember to share it on April 5th using #BetsyPlank on Twitter or Instagram.
  - Show how much your chapter loves Betsy! Throughout the month, share how your chapter volunteers and celebrates Betsy on social media using #BetsyPlank Day and tagging @PlankCenterPR. The winner will be announced on April 27.
  - Be sure to email us a summary of how you helped your community and honored Betsy. Send your submissions to [plankcenter@gmail.com](mailto:plankcenter@gmail.com) by April 5.
  - Grand prizes:
    - Grand prize: One chapter Skype session with a Plank Center board member and one chapter Skype session with an Emerging Leader Group member
    - 2nd place: Two chapter Skype sessions with an Emerging Leader Group member
    - 3rd place: One Skype session with Emerging Leader Group member

### #BETSYPLANK DAY POINT

WATCHING & TWEETING #BETSYPLANK TRIBUTE VIDEO	10 POINTS MAXIMUM
VOLUNTEERING	50 POINTS MAXIMUM
EMAILING SUMMARY	25 POINTS MAXIMUM
TWEETING ON #BETSYPLANK DAY AND THROUGHOUT	15 POINTS MAXIMUM

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# #BETSYPLANK DAY

Not a PRSSA Chapter or similar organization? Don't worry, we want everyone to get involved celebrating the one and only Betsy Plank.

## ARE YOU AN EDUCATOR?

Bring #BetsyPlank to your classroom. Share with your students the First Lady of Public Relations' inspirational lessons:

- Engage your class with her [tribute video](#) and discuss how Betsy has shaped the PR industry;
- Equip your students with Betsy's top leadership tips by watching her [interviews](#); and/or
- Showcase Betsy's [Baker's Dozen for PR](#) and the [Lessons Learned](#) by displaying it in your classroom.



Finally, tweet us @PlankCenterPR with #BetsyPlank to show how you educated your class on #BetsyPlank.

## ARE YOU A PROFESSIONAL?

Bring Betsy to work day is here! Celebrate #BetsyPlank Day in your office by:

- Wear red! Tweet us (@PlankCenterPR) with your best selfie in Betsy's favorite color by using #BetsyPlank.
- Share your favorite Betsy Plank quote on social media tagging @PlankCenterPR and using #BetsyPlank. Continue to aspire to inspire others by displaying the quote in your office.

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# CALENDAR OF EVENTS

INTERACT WITH THE PLANK CENTER THIS APRIL ON TWITTER & INSTAGRAM (@PLANKCENTERPR)

APRIL  
3

## #BETSYPLANK'S 94TH BIRTHDAY

Wear your favorite shade of red to celebrate what would have been Betsy Plank's 94th birthday.

APRIL  
5

## #BETSYPLANK DAY

Honor the woman who changed this industry by participating in #BetsyPlank Day.

APRIL  
10

## MENTOR LIKE #BETSYPLANK

Reflect on your mentoring experiences by sharing your best stories, advice, and more.

APRIL  
17

## LEAD LIKE #BETSYPLANK

How do you take the lead? Share with us your best leadership tips, skills and lessons.

APRIL  
24

## LEAVE A LEGACY LIKE #BETSYPLANK

Share with us your contributions to the industry or how you wish to contribute to the industry. We want to hear how you aspire to inspire others.

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# ONLINE ENGAGEMENT & SOCIAL MEDIA

## HASHTAG: #BETSYPLANK

### ***Engagement Guide***

Want to show off your love for Betsy Plank all month long? We've made it easy for you. With downloadable graphics and tweet-worthy content, our engagement guide is what you'll need to commemorate Betsy Plank's legacy.

### **The Engagement Guide includes the following items:**

- #BetsyPlank [Graphics](#)—Share Betsy's photo along with her most notable quotes and advice for PR professionals.
- #BetsyPlank [YouTube Playlist](#)—Watch and share short clips from a collection of interviews with the first lady of public relations herself.
- #TBT [Photos](#)—On Thursdays, we like to reflect on Betsy Plank's contributions to the industry and to students through quotes and photos.

### **30 Days of Betsy Plank**

You heard correctly. Each day in April marks another day to celebrate our namesake. Join in and share it with your chapter, class or organization.

- Film short videos of your students or colleagues saying why they are thankful for Betsy and her legacy.
- Share photos, present or past, of how you and your colleagues, friends and students exemplify Betsy's qualities of leadership, mentorship and ethics in the workplace and classroom.
- Retweet and share posts from The Plank Center (@PlankCenterPR) to stay up-to-date with all things Betsy Day.

### ***Join Us***

Betsy Plank embodied the true meaning of ethical leadership and mentoring for our industry. She believed that public relations credibility was built on a strong foundation of integrity, honesty and ethics. Those beliefs hold true today, which is why we all must emphasize the importance of sticking to a moral and ethical code in our professional and personal lives. Join us as we discuss the importance of ethics, leadership and mentoring by commenting on our posts with your thoughts on these topics. Follow us @PlankCenterPR to join in on the month-long dialogue.

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# CONCLUSION

Thank you for joining The Plank Center as we celebrate the fifth year of #BetsyPlank Day!



We can think of no better way to honor Betsy's legacy than by sharing her messages about leadership and mentorship. We love hearing from great people like you, and our hope is you will continue to live out Betsy's name—not only during the month of April, but every day of the year. Let's embark on this goal together.

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# ABOUT THE PLANK CENTER

## WHO WE ARE

The Plank Center, named for the late Betsy Plank, was established in 2005 at The University of Alabama. It is the leading international resource for practitioners, educators and students who are passionate about advancing their careers and the public relations profession.

## OUR MISSION

The Center strives to help develop and recognize outstanding, diverse public relations leaders, role models and mentors to advance ethical public relations in an evolving, global society.

## STUDENT RESOURCES



### Interviews with PR Leaders and Legends

More than 25 interviews with successful PR leaders remind us to keep learning, dreaming and leading.



### Webinars

With more than 10 webinars online and on-demand, the time to discover and explore relevant topics is now. Favorites include Getting a Job in PR and Hidden Figures in PR.



### Platform Magazine

Industry professionals stress the importance of writing skills. Pitch your article or blog post to Platform Magazine. It's the perfect way to advance your writing skills and add published work to your resume.



### Research

Focused on leadership, mentorship, and diversity and inclusion, 35 completed studies explore the truths of the PR industry through a global lens.



### Legacies from Legends Series

The heroes of our profession have inked personal messages of counsel, wisdom and experience for countless generations of PR pros.

Download the link: [bit.ly/PlankLegends](http://bit.ly/PlankLegends)

For more information about The Plank Center for Leadership in Public Relations, please visit [plankcenter.ua.edu](http://plankcenter.ua.edu), follow us on [Twitter](#) and [Instagram](#) and like us on [Facebook](#).

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